ACTIVATE
by Impact

Connecting brands and creators to tell stories at scale

Activate works with brands, agencies, talent managers, and creators to support highly targeted, omnichannel influencer campaigns that generate results.

+950 Campaigns executed

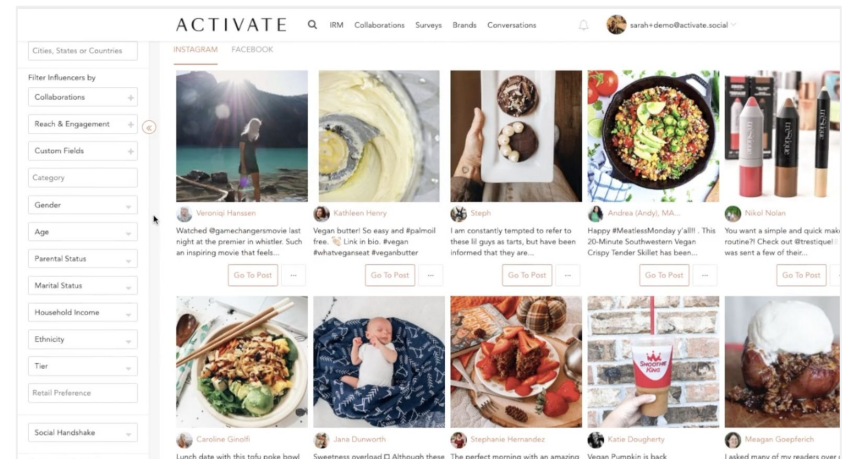**+61K** Pieces of content produced

+75K Influencers producing content

+1.8B Total reach

Activate platform

Activate is a self-serve technology and data platform supporting influencer discovery, workflows, payments and reporting

Select partners thoughtfully

Choose from Activate's opt-in network of around 50K creators or add your own with data-rich search, filter, and survey tools.
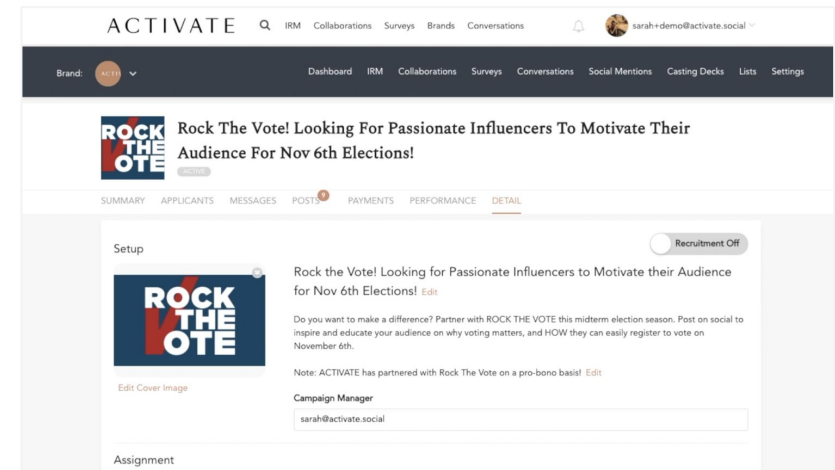
Create content efficiently

Clarify exactly what you want, automate content usage rights, and streamline reviews and approvals.

Reach the right audience

Embed strategy and measurement into each stage of your campaigns and receive robust branding- and direct response-based reporting.
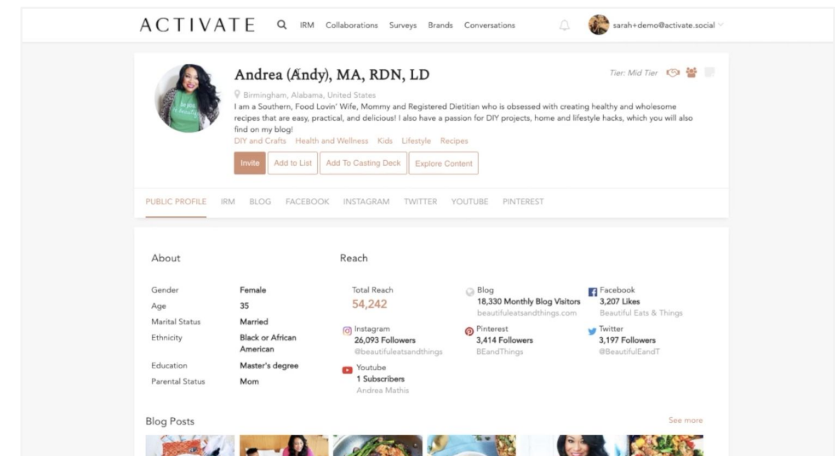
Set campaign conditions and let great candidates roll in

Establish activation guidelines and content usage rights, share creative inspiration, and launch campaigns to Activate's entire opt-in network or select invitees.

Find creators that will reach and inspire your audience

Search by hashtags, geo, preferred retailers, audience size and quality, brand mentions, and more. Explore carefully curated lists of top creators of all types.

Activate's influencer solution gives you the tech and the time to ensure that each creator and campaign is successful. Use Activate to boost partner discovery, campaign execution, and your partnerships' measurable impact

impact

get-activate@impact.com | www.impact.com | Request a demo